Peculiarities of Linguistic Manipulation in the Texts of Electronic Business Correspondence

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Abstract: In the study, we consider the electronic business correspondence as the sphere of realization of the businessmen's linguistic manipulation acting as producers of the messages with the dominating manipulative intension. The study deals with identification and analysis of linguistic manipulation potential of English texts of electronic business correspondence. Namely: to systematize various scientific approaches to studying pragmalinguistics and psycholinguistics; to reveal and describe the linguistic means of realization of manipulative intension; to define functional and pragmatic potential of the split-level language means used by the producers of electronic business letters.

Key words: Pragmalinguistics, psycholinguistics, electronic business correspondence, linguistic manipulation, recipient, addresser

INTRODUCTION

In modern conditions computer mediated communication is becoming more and more significant in the sphere of business because it is the most universal, fast and effective form of interaction with business partners. It determined intensive studying of the E-mail phenomenon in various spheres of scientific researches of the last decades: directly in informatics, economics, management, sociology, psychology.

Relatively recently the experts in the field of philology and semiotics in particular, linguists started exploring this sphere. This is the textual part of electronic business correspondence that is the material basis through which the access to mental and psychic essentials of a person becomes possible. In view of relative novelty of the phenomenon of electronic business correspondence as well as the process of infinite development of network language, there is a need of comprehensive study of new forms of the written electronic language taking into account both linguistic and extralinguistic factors.

In this research, the study of electronic business correspondence is conducted from the point of pragmalinguistics because on the one hand, it helps the addresser to regulate the behavior of the recipient with the help of certain linguistic means to make him take the desired decision and on the other hand, allows the recipient to decode the producer's intention correctly and determine his influence which generally, promotes efficient and benefactive business interaction.

Pragmalinguistics, being a kind of interdiscipline is in the general segment together with such sciences as psycholinguistics and sociolinguistics (Leech, 1983; Levinson, 1983; Yule, 1996). Due to the fact that in this research, it is important to explain and describe the mechanism of the behavior of the addresser E-business correspondence for the provision of speech influence on the destination, we will consider the phenomenon of "linguistic manipulation" in terms of psycholinguistics in brief.

MATERIALS AND METHODS

Research methods are complex ones, involving contextual, comparative, stylistic and f functional and semantic analysis as well as some techniques of cognitive development of a text.

Main part: The phenomenon of linguistic manipulation was first considered in the scientific context comparatively recently. According to Shelestjuk (2009), linguistic manipulation is a diffuse phenomenon, applicable to the three main components of verbal communication an addresser, a manipulating text and a recipient. In a more general sense by linguistic manipulation, we shall understand "verbal communication considered in terms of its focus, motivational dependence and estimated efficiency" (Issers, 1999).

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Linguistic manipulation is often equated with the verbal manipulation. Manipulative influence is defined as the hidden programming personal attitude to the depicted or described facts or events (Ermakov, 1995), "an implicit motivation" (Docenko, 2000). Dimante (2011) admits the following formulation of linguistic manipulation which we consider to be the most relevant for our study: "linguistic manipulation is a special text organization which implies a selective technique of speech-making while using the language resources skillfully which generally, makes the recipient to take the decision that is beneficial for the manipulator".

As a part of this study the analysis of linguistic manipulation was carried out from this perspective of the suggestiveness of the texts of electronic business correspondence which assumes the impact on the recipient's unconscious with specifically marked components and structures of the text which in their turn promote the implementation of the addresser's goal indirectly, through the unconscious.

Redactors of the texts aimed at the implementation of certain pragmatic intentions need the ability to use the language not only as a means to express one's thoughts but above all as a means to influence the recipient effectively. This is facilitated by the use of suggestive techniques and tactics.

Summarizing the above, we conclude that the use of the framework of pragmalinguistics and psycholinguistics in order to study the phenomenon of E-business correspondence is quite natural.

RESULTS AND DISCUSSION

The analysis of the texts under study shows that suggestiveness can be observed at the level of spelling, syntax, vocabulary, word formation, graphics as well as macro-linguistic level: in the category of personality in the density of information in structural and compositional organization of the text and its stylistic features.

Here we will consider some linguistic representative of suggestiveness of E-business correspondence texts. Specific elements of spelling and syntax are one of the most representative linguistic markers suggestiveness of E-business correspondence texts. The analysis of empirical data shows that in the conditions of liberalization of E-business correspondence language and mixing of styles proportions in "business E-mail" texts, we often record deliberate distortion of spelling: as we have found out at the russian manufacturers of the labels we can buy those without inner circle.

This is obviously intended to emphasize the communication with the recipient in the form of dialogue,

"without ties". In terms of syntax, the use of a simple sentence construction on the background of the use of bulky sentences is becoming marked. It introduces the element of contrast into the text in order to highlight those parts of the message which need more accentuation in particular: I am pleased to announce you that further to some internal organization, Christophe Couffinhal has been appointed Sales Director for the whole Industrial Branch (abrasives+decor papers). To continue to guarantee reactivity in the abrasives sales decision-making process, I now directly report to Marc Richert in charge of the coordination of the whole European Middle East Area. This will have no impact on our business.

As you know, the lexical content of E-business correspondence texts is determined by a communicative situation, specific characteristics of communicants, a set of pragmatic conditions and intentions accompanying business behavior. The correct choice of language means exerts a considerable impact on the mutual understanding of the parties and increases the efficiency of business communication.

In modern business letters there is a popular "you-attitude" technique that has a certain linguistic manipulation potential. This new trend is manifested in the use of the second person singular pronoun "you" as well as the possessive pronoun "your" and implies highlighting the recipient's personality (Omole, 2000). In other words "you-attitude" technique makes the letter focused on the recipient.

In the following examples, the addressed uses "you-attitude" technique actively: you will find enclosed; we would like you to debate; your respective meetings; for your association; I thank you for your help and your reflections; yours faithfully, aiming at including the recipient into the range of identified issues which is more likely to ensure the recipient positive response.

The analysis of the texts under study shows that the use of occasional and evaluative predicates based on a metaphorical reinterpretation of the reference component in a commercial and business E-mail is used in the context of pragmatic exclusively in order to provide a certain influence on the recipient: as partner, we know that our growth is linked to yours. We know that if you sell a lot, so we will do. To foster the growth in 2008, we propose to discuss at the end of the year the possibility to implement a bonus policy to reward Belgorod for the trust placed in Arjowiggins. In this extract from the E-mail, we observe frequent use of metaphors which are really expressive and possess "power" (our growth is linked to yours, to foster the growth in 2008, the trust placed in Arjowiggins), illustrating the addresser's intention to assure the

recipient in his willingness to cooperate and in his loyalty. As it can be seen from the examples, the metaphorical modeling is a powerful tool for the formation of the required recipient's attitude.

In the texts with negative connotations, the technique of paraphrase with the help of modal operators change is often applied to provide a different perception of reality: as the labels are different from what I have expected, it can prolong the whole period of testing; Now it's been 50 days since we signed the contract. We consider it very surprising that you still have not fulfilled the terms of the contract concerning technical information which is very important for our work and customs procedures. The addresser's negative attitude and discontent are mitigated, thus the risk of offending the recipient is reduced to a minimum.

As a micro-linguistic representative of suggestiveness of E-business correspondence texts, we can define structural and compositional organization of the text which varies depending on the semantic type of electronic business letters and pragmatic intentions of the addresser that is on modality. As you know, modality can be positive (evaluative operator "good") and negative (evaluative operator "bad") (Trask, 2005; Emmerson, 2004). Accordingly, the addresser uses either the direct tactics of the communication submission (positive modality: thank-you letter) or indirect tactics (negative or mixed modality: a waiver letter).

Organization and delivery of the messages containing negative information is more difficult from the communicative point of view. Many business partners perceive their failure in the transaction as a personal one. In order not to offend the recipient and to mitigate negative information, it is necessary to follow certain tactics. One of such strategies is the transformation of the composition structure of the letter to deliver negative information implicitly, the so-called indirect tactics of modal expansion.

The direct tactics involves the delivery of the basic idea with following details; the indirect tactics involves first the delivery of mitigating information and then the main idea. Thus, the composition structure changes: the first part of the letter is represented by a neutral introduction (buffer), the second part explains the reasons for the negative decision, the third part contains a clear diplomatic delivery of the negative information and finally, the fourth part assumes a friendly conclusion.

Summary: Having done the research of suggestiveness of electronic business correspondence texts under study in this study, we can make the conclusion that the impact on the recipient is carried out implicitly by specifically marked components and text structures which contribute to the implementation of the addresser's goal implicitly. In this regard, linguistic manipulation plays a crucial role for both the researcher of electronic business letter that converts the text of the message into the most effective means to achieve success in business and the recipient, who is able to identify, decode correctly and avoid manipulation.

CONCLUSION

In the present study, we represent the attempt to study the linguistic manipulation potential in E-business correspondence texts that implies impact on the recipient's unconscious through the specifically marked components and structures of the text which in their turn contribute to the realization of the addresser's intentions. It is worth noting that in E-business correspondence texts suggestiveness usually manifests itself at the level of graphics, spelling, syntax, vocabulary, word formation as well as at micro-linguistic level: in category of personality, information density, structural and compositional organization of the text and its style features.

As a part of E-business interaction style, we found out the specific features of manipulative activities of E-business correspondence texts redactors. The analysis of the texts under study shows that in business interaction there is an obvious intention of businessmen to implement their pragmatic plans most effectively.

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